



The Basics of Customized Cross Brand Journalism: A Mini Introductory Handbook for Creating Journalism Success Your Way

Alicia "Waters"

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The Basics Of Customized Cross Brand Journalism Is A Mini Introductory Handbook for Creating Journalism Success Your Way. This resource provides a nonlinear, non-traditional and un-institutionalized approach to brand journalism from a cross industries vantage point. Introduces the basics concepts and awareness needed for creating journalism success o your own terms. Provides concepts for cross brand journalism, lifestyle journalism and guest blogging for a variety of niches. Includes a journal style career planning section.

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